



## PASS A GOOD TIME AT RED STICK SOCIAL

A formerly abandoned power plant is now lighting up the Baton Rouge, Louisiana, social scene. The former Baton Rouge Electric Company plant is now home to Red Stick Social, a bowling and entertainment center at the heart of the Electric Depot mixed-use development.

“The site was originally an ice depot, built in the late 1800s,” says Red Stick Social owner Robert Lay. “It was converted into a power station in the 1900s and then sat vacant for years.” Centrally located in the Mid-City area of Baton Rouge, Electric Depot enjoys close proximity to downtown and Louisiana State University, along with quick access to the interstate and major streets.

Red Stick Social boasts five levels, offering 10 lanes of Brunswick bowling (including a four-lane VIP space), a full-service restaurant, two bars, and a large live music venue. The facility accommodates more than 600 people, making it one of the largest event spaces in Baton Rouge. Red Stick Social developers knew it wasn’t going to be easy, but they were determined to bring bowling to their new entertainment venue.

“Our installation was one of the most difficult performed by Brunswick,” says Robert Lay. “The design and installation had to be fully customized due to the incredibly unique challenges of our building, which is historic and includes multiple levels. We were a difficult customer from start to finish, and Brunswick stood with us the entire way. I give them credit for doing a great installation in a very challenging set of circumstances. I recommend Brunswick to other operators without hesitation.”

There are significant advantages to having bowling as an anchor attraction, according to Lay. Bowling attracts all age groups and demographics, and it is relatively easy to maintain, with low labor costs. It helps to be adaptable, says Lay.

“The food and beverage industry is changing at an incredibly fast pace and operators must be sure to stay ahead of the curve so they always provide a guest experience worth coming back for,” he says. “Even if you think you know the answer, don’t be afraid to ask questions and get input. Always be willing to learn and try new things, even things that might be unconventional or counterintuitive.”

Red Stick Social chose Brunswick’s StringPin™ pinsetters for lower maintenance and labor costs. Brunswick also provided the Sync® scoring and management system, 10 Anvilane™ lanes and Lightworx™ LED pin deck lighting.

Brunswick’s expert team helps developers with everything it takes to get into the bowling business, from business plan development to design and construction oversight through marketing guidance, while providing the most innovative, reliable equipment and scoring/POS system in the industry.

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**Robert Lay**  
Owner